

Inventor: A. Grant  
Serial No.: 09/766,698

Atty Docket: 048971-0065 (AWGK-001)

### Amendments to the Claims

This listing of claims will replace all prior versions and listings of claims in the subject application.

### Listing of Claims:

1. (currently amended) A method of quantifying the value of a constituent population of an entity to the entity, the method comprising a set of steps embodied in computer code configured for execution by at least one processor having access to at least one memory, the steps comprising:

- A. identifying a number of exchange elements which are offered to the constituent population by the entity;
- B. associating a cost to the entity with each of said exchange elements in the at least one memory;
- C. summing the exchange element cost to the entity for said constituent population to obtain a total exchange element cost, and storing the total exchange element cost;
- D. identifying a number of behaviors of said constituent population;
- E. associating a value with each of said behaviors in the at least one memory;
- F. summing the value of the behaviors associated with the constituent population to obtain a total behavior value, and storing the total behavior value; and
- G. quantifying the value contributed to said entity by said constituent population by subtracting the total exchange element cost from the total behavior value.

2. (currently amended) The method of claim 1 further comprising:

- H. determining an experience of said constituent to at least one of said exchange elements offered by said entity and represented by data indicative of the exchange elements;
- I. obtaining mindset data relative to said constituent's mindset regarding said experience;
- J. constructing at least one value exchange gap based on said mindset data;
- K. determining behaviors of said constituent which result from said experience and said

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mindset data;

L. linking data indicative of particular exchange elements to data indicative of particular resulting behaviors of said constituent; and

M. adjusting said data indicative of exchange elements to cause said constituent to exhibit behaviors which are more valuable to the entity than previous behaviors.

3. (currently amended) The method of claim 2 further ~~comprising~~ comprising adjusting the exchange elements and tracking the value attributed contributed to said entity adjusted exchange elements over time..

4. (currently amended) A method of modeling behaviors of a constituent associated with an entity offering exchange elements, the method comprising a set of steps embodied in computer code configured for execution by at least one processor having access to at least one memory, the steps comprising:

A. determining an experience of said constituent related to an exchange element offered by said entity and represented by data indicative of the exchange element;

B. obtaining and storing mindset data relative to indicative of a said constituent's mindset of said constituent regarding said experience;

C. identifying associating one or more value exchange gaps based on with said mindset data, the one or more value exchange gaps representing a value difference between what is expected by the constituent and what is offered by the entity for the experience;

D. determining a set of behaviors of said constituent which result from said experience and said mindset data, and storing data indicative the set of behaviors in the at least one memory; and

E. linking ~~particular~~ the data indicative of the exchange elements to the data indicative of the set of particular resulting behaviors of said constituent.

5. (currently amended) The method of claim 34 further comprising:

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- F. associating a exchange element costs to the entity with data indicative of each of said exchange elements;
- G. summing the exchange element costs to the entity for said constituent to obtain a total exchange element cost;
- H. associating a value with each of said behaviors;
- I. summing the value of the behaviors associated with said constituent to obtain a total behavior value; and
- J. quantifying the a value contributed to said entity by said constituent by subtracting the total exchange element cost from the total behavior value.
6. (currently amended) The method of claim 5 further ~~comprising~~ comprising adjusting the exchange elements and tracking the value attributed contributed to said entity adjusted-exchange-elements-over time.
7. (currently amended) A method of optimizing the value of an entity, the method comprising a set of steps embodied in computer code configured for execution by at least one processor, the steps comprising:
- A. storing in at least one memory exchange element data identifying a ~~number set~~ of exchange elements which are offered to a constituent by the entity;
- B. associating a exchange element costs to the entity with ~~each of~~ said exchange elements element data;
- C. summing the exchange element ~~cost~~ costs to the entity for said constituent to obtain a total exchange element cost;
- D. identifying a number of behaviors of said constituent;
- E. associating a value with each of said behaviors;
- F. summing the value of the behaviors associated with said constituent to obtain a total behavior value;
- G. quantifying the value contributed to said entity by said constituent by subtracting the

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total exchange element cost from the total behavior value;

H. determining an experience of said constituent to at least one of said exchange elements offered by said entity and represented by data indicative of the exchange elements;

I. obtaining mindset data relative to said constituent's mindset regarding said experience;

J. identifying one or more value exchange gaps based on said mindset data;

K. determining behaviors of said constituent which result from said experience and said mindset data;

L. linking data indicative of particular exchange elements to data indicative of particular resulting behaviors of said constituent; and

M. adjusting said data indicative of exchange elements to cause said constituent to exhibit behaviors which are more valuable to the entity than previous behaviors.

8. (currently amended) The method of claim 7 further ~~compring~~ comprising adjusting the exchange elements and tracking the value attributed contributed to said entity ~~adjusted exchange elements over~~ time.